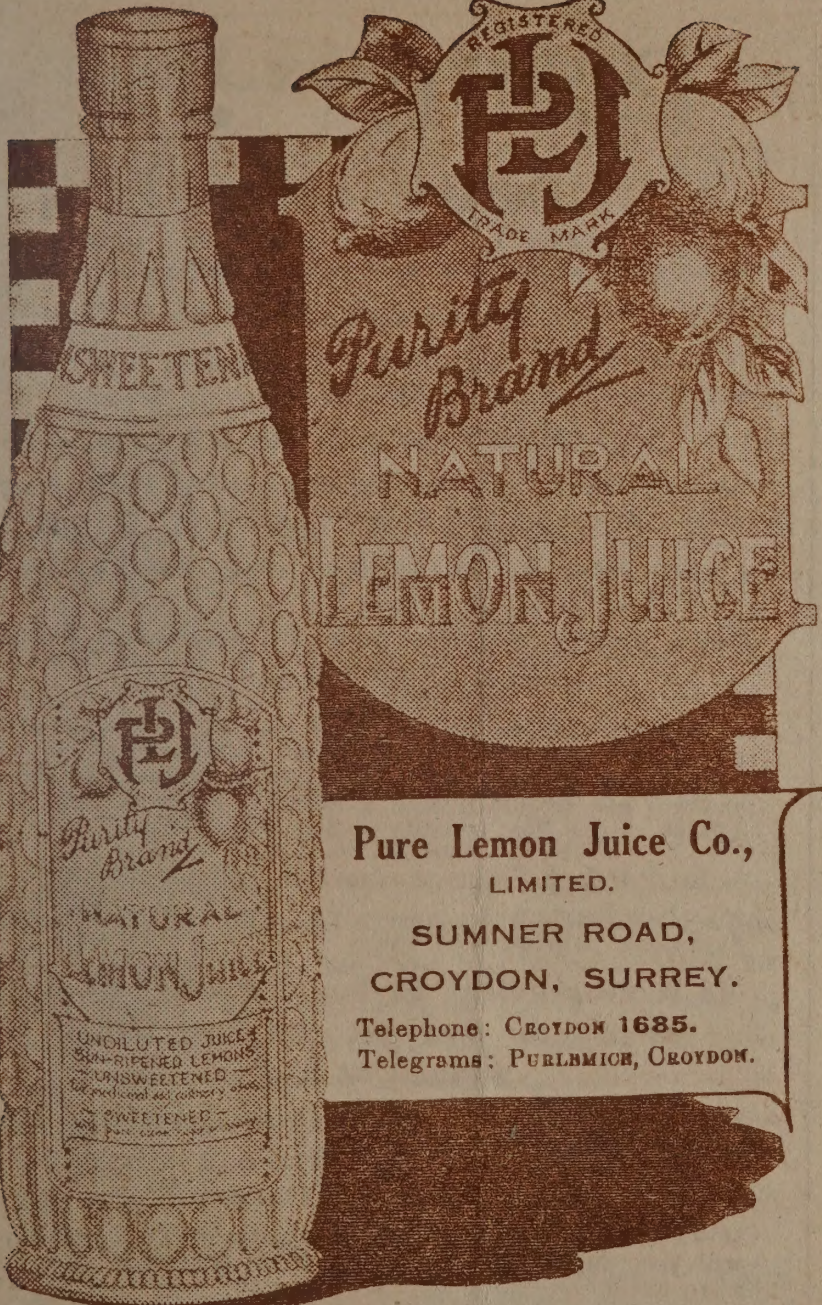
REGISTERED
TRADE MARK
Purity Brand
NATURAL
LEMON JUICE
SWEETEN
Purity Brand
NATURAL
LEMON JUICE
UNDILUTED JUICE
SUN-RIPENED LEMONS
UNSWEETENED
SWEETENED
Pure Lemon Juice Co.,
LIMITED.
SUMNER ROAD,
CROYDON, SURREY.
Telephone: Croydon 1685.
Telegrams: Purlemico, Croydon.

:: PURITY BRAND LEMON JUICE ::

What is "P.L.J."?

UNFERMENTED Lemon Juice, without the addition of water, citric acid, tartaric acid, or any harmful preservative.

Is it sweetened?

It can be obtained sweetened with granulated sugar, with fine quality honey or unsweetened.

How does one use it?

"P.L.J." can be taken for the health or as a refreshing drink. As a drink treat it as you would the best lemon squash and lime juice cordial but use about half the quantity per glass. For the Health see "Nature's Way" by Reddie Mallett, from W. H. Smith & Son.

How many drinks can be obtained from a bottle of "P.L.J."?

It depends upon how strong you like it. A well-known proprietary brand of lemon squash is advertised at 24 drinks to the bottle. Taking that as a standard of strength you will get 52 drinks from a bottle of *sweetened* "P.L.J." and 60 drinks from a bottle of *unsweetened* "P.L.J."

Is "P.L.J." concentrated lemon juice?

No. It is simply lemon juice with all the indigestible and flavourless pulp strained out.

Is it economical to buy "P.L.J." at 8/- when one can get the best lemon squash at 2/-?

Yes. Because "P.L.J." is double the strength therefore you get double the number of drinks.

How long will it keep?

It will keep indefinitely if unopened. But when uncorked it will keep for six or eight weeks if the stopper is replaced after using.

Wellcome Library
Gen Coll.
P732

LEMONS AND BOTTLED SUNSHINE

IF lemons could be grown in Great Britain as they are in Sicily what a great boon it would be alike to epicureans and seekers after health. We should be enabled to buy what most of us have never seen—*ripe* lemons. For, like bananas, lemons for exportation are picked when they are 'green,' and by the time they reach the retail fruiterer and grocer they are supposed to be ripe, but in common with all other fruit lemons require sunlight to ripen them. Weeks of golden sunshine go to the making of the truly ripe lemon, the King of Fruit.

Best or Second Best?

It is no fault of the dealers that the perfectly ripened fruit does not appear on our market. A shipload of ripe lemons would be a mass of pulp by the time it reached Covent Garden. So we have had to be content for years with the next best thing—a lemon 'ripened' in the dark. Anyone who has grown tomatoes will know what a difference there is between a tomato ripened on the plant by the sun, as Nature intended—firm to the touch, perfectly coloured, richly flavoured—and the poor thing that has been cut from the parent stem in the autumn, when sunshine is lacking, and put to 'ripen' indoors.

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The Life Element—Bottled Sunshine

Now, the health element—the life element—of the lemon is in the juice, and in the oils just under the skin. All the rest is cellulose tissue and pith, and cannot be digested. For years past scientists have been experimenting with a view to extracting this life element, the juice, from the perfectly ripened fruit and bringing it to this country, but until recently they could not surmount one obstacle—fermentation. Fermentation could not be prevented without the use of chemicals in such quantities as to be injurious to health, and fermentation in itself destroys the life element in the lemon juice, rendering it valueless as a food-medicine. But now a process has been discovered which makes it possible to keep this wonderful "Bottled Sunshine" indefinitely, just as Mother Nature left it ripe upon the tree in the tiny sacs of cellulose tissue guarded by the skin.

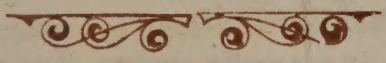
Source of Supply

The Lemon Juice is extracted from the fruit actually where it grows, and is brought to England by The Pure Lemon Juice Company, Limited, Sumner Road, West Croydon, and sold in bottles as 'Purity' Brand Lemon Juice, under their Registered Trade Mark P.L.J. in a monogram. 'Purity' Brand Lemon Juice—or P.L.J. for short—contains neither cellulose tissue nor pulp.

Every drop of liquid in the bottles is "Bottled Sunshine"—the Life Element. Ask your grocer or chemist for a bottle of 'Purity' Brand Lemon Juice, or write to the Pure Lemon Juice Company, Limited, Sumner Road, West Croydon, and they will arrange a source of supply.

A Word of Warning to Purchasers of P.L.J.

The Pure Lemon Juice Company, Limited, are the Sole Concessionaires for 'Purity' Lemon Juice, and only sell it under their own Registered Trade Mark. **Beware of imitations sold as Pure Lemon Juice.**



A ripe Lemon is a complete chemical process resulting in the finest food-medicine Nature's Laboratory produces.

An unripe Lemon is an arrested development. It lacks full medicinal properties and food value.

Ripe Lemons are unobtainable outside their Country of Origin.

THE
LEMON CURE.

DURING the past ten years I have drawn attention to **The VIRTUES of LEMON-JUICE** as a remedy for the many ills which proceed from one root cause—namely, a vitiated condition of the blood. To keep the blood pure is to do the best one can for the maintenance of good health—there is no surer armour against disease.

Healthy blood should have an *alkaline* tendency, and I have proved by experiments upon my own body, as well as by an astonishing concurrence of testimony from other sources, that **Lemon-Juice** possesses, *in its reactive properties,* an unquestionable power to induce that state of alkalinity.

Lemon-Juice is generally spoken of as *acid,* and no greater error has been entertained by those in search of health, who, merely through ignorance, have allowed themselves to be prejudiced against this wonderful food-medicine.

Lemon-Juice is acid to the tongue it is true, and by its original elements it may so be classed; but as soon as it enters the system a remarkable change is wrought upon its chemical composition, due to the action of the digestive process. By that process acid becomes alkaline, and sweet becomes sour, for in the latter instance how often it is noticed that sugar in one's tea will aggravate an attack of biliousness.

A short trial will place the purifying qualities of **Lemon-Juice** beyond dispute. There will quickly come a feeling of freshness to the whole body—because the blood is being cleansed. The frame will be warmed by the removal of the poisons which have clogged the organs. More muscular power will be given to every limb, and more alertness to the mind, because functions and senses are being freed from the burdens which brought lethargy and depression. **Lemon-Juice** will *clean* the frame, from the soles of the feet to the crown of the head—even the eyesight is improved by this marvellous cordial—and they will be happier homes in which it is habitually taken as an important part of the daily dietary.

Most of us suffer from gastric troubles; **Lemon-Juice** is the cure. Nearly every one is a prey to worms —children being by no means the only sufferers—and **Lemon-Juice** will speedily rid the intestines of these debilitating parasites. **Lemon-Juice** will cure piles, while boils, sores and wounds will promptly yield to the magic of this natural disinfectant. It will cure rheumatism, gout, asthma, and bronchitis. It will break down diabetes, by changing the character of the blood. It is the cure for influenza, catarrh, and all inflammatory troubles. It will bring new life to the anæmic and the vitally weak. Were its manifold purposes properly understood, how soon would the wailing of sickly children be assuaged, how gladly would men and women meet the labour of the day!

Hitherto it has been possible to get the fruit only as the growers and dealers have chosen to send it to this country. Sometimes Lemons are scarcely obtainable, or they are hardly ripe, or they are coarse in quality and full of pips. Their use is attended with a certain amount of trouble, too; they must be cut and squeezed, and the juice must be strained. These inconveniences can now be obviated, thanks to the enterprise of The Pure Lemon Juice Company, Ltd., Sumner Road, West Croydon.

Through this firm the public may obtain the unadulterated juice of the finest Sicilian Lemons, gathered in perfect condition, and bottled by a process which retains that valuable life-element known as *vitamines*. Such a boon will surely be welcomed by the housewife, the home-doctor, and all who, by systematically using it, express their faith in this precious health-giver.

Ask your Grocer, Health Food Store, or Chemist for a bottle—if he does not stock it, find a tradesman who will—and put this **Bottled Lemon-Juice** to a month's fair test. You may take from a half to a whole tumblerful during the day—say, a wine-glassful for making the morning fruit-liquor (as advertised in my little book "Nature's Way." page 25) a wineglassful in a tumblerful of cold water, shortly before lunch, and the same before retiring for the night; give proportionally less to children, and a teaspoonful to infants. Water or soda-water can be added or not, according to inclina-

tion or judgment; a little genuine honey may be used to sweeten it, if desired, but on no account spoil it by the addition of sugar.

You will not mistake it for Lime Juice or Lemon Squash; you will appreciate it for what it really is—**Pure Lemon-Juice.** It is not a fancy drink, but a necessity to be relied upon by those who would follow "Nature's Way," and should there be any difficulty in obtaining it through a retailer send a post card to the Pure Lemon Juice Co., Ltd., at the address already given.

Reddie Wallett

"NATURE'S WAY" should be read by all who seek good health, or wish to maintain it. Above all, it should be in every home where there is a child, or where one is to be expected. Ask your bookseller to show you a copy, or post 1s. 1d. to the Publishers: WATTS & Co., Johnson's Court, Fleet Street, London, E.C.4.

REGISTERED PJ TRADE MARK

IF lemons grew on lamp posts,
And eggs upon a tree,
And all the birds sang comic songs,
How happy we should be.

PRICE LIST

		"PURITY" BRAND LEMON JUICE	"PURITY" BRAND ORANGE JUICE
REPUTED QUARTS containing 26 ounces			
Unsweetened		3/- per bottle	3/6 per bottle
Sugar-Sweetened		3/- „ „	3/6 „ „
Honey-Sweetened	*	3/3 „ „	(Not bottled)
REPUTED PINTS containing 13 ounces			
Unsweetened		1/8 „ „	1/11 per bottle
Sugar-Sweetened		1/8 „ „	1/11 „ „
Honey-Sweetened	*	1/9½ „ „	(Not bottled)
SAMPLE SIZE containing 7 to 8 ounces			
Unsweetened		1/- „ „	1/2 per bottle
Sugar-Sweetened		1/- „ „	1/2 „ „
Honey-Sweetened	*	1/- „ „	(Not bottled)
ONE GALLON GLASS JARS†			
Unsweetened		12/- per jar	14/- per jar
Sugar-Sweetened		12/- „ „	14/- „ „
Honey-Sweetened	*	12/- „ „	

* Bottled to special order only—not kept in stock.

† Gallon Bottles and Crates charged at 2/6 each and allowed for in full when returned in good condition, Carriage Paid.

:: PURITY BRAND LEMON JUICE ::

Does "P.L.J." contain any preservative?

Not in the ordinary sense. The public analyst's report states that there is a minute quantity of harmless preservative—one part in 20,000—so small that it may be disregarded. A copy of the report will be sent to anyone on application to the Pure Lemon Juice Company, Ltd., Sumner Road, West Croydon.

Can "P.L.J." be used for culinary purposes?

Certainly. The *sweetened* can be used with pancakes and sweet omelettes, etc. The unsweetened can be used with fish, oysters, curry, and for flavouring cakes, sweets, etc. For whitening fish, preparatory to cooking, nothing is more efficacious than "P.L.J."

Does "P.L.J." cure gout and rheumatism?

Yes. *Guy's Hospital Gazette* states:—

> "The value of lemon juice is well known as a blood-cleanser and a strengthener of the gastric juices. It is excellent in all cases of Gout, Rheumatism and allied disorders. . . ."

Can "P.L.J." be given to infants?

Most certainly. "P.L.J." is used in the Children's Welfare Department of University College Hospital and other London Hospitals for infants. In some cases it is neutralised with a little carbonate of soda. Babies whose diet consists solely of prepared milk and cereal foods should be given lemon juice or orange juice daily. *Unsweetened or Honey Sweetened* "P.L.J." is the best for infants.

Is "P.L.J." as good as lime-juice.

There is no comparison unless it be a matter of taste. "P.L.J." is very rich in Vitamines. Vitamines are an essential food factor. Life cannot be supported without Vitamines. Lime-juice contains no Vitamines and is valueless as a food or medicine. This has been stated at some length in the "Report on the Present State of Knowledge concerning Accessory Food Factors (Vitamines)" by the Medical Research Committee and the Lister Institute. (Special Report Series No. 38, 1921).

Notices from "Guy's Hospital Gazette."

"THE PURE LEMON JUICE CO., LTD.,

The above Company claims to have discovered a new process of bottling lemon juice without fermentation, and yet retaining the vitamines. This is done in Italy from the finest and ripest lemons and imported to England. The value of lemon juice is well-known as a blood-cleanser and a strengthener of the gastric juices. It is excellent in all cases of Gout, Rheumatism, and all allied disorders, also in Catarrh, Influenza, etc. The lemon juice is sold unsweetened, sugar sweetened, extra sugar sweetened, and honey sweetened in large or small bottles at moderate prices."

Guy's Hospital Gazette, September 13th, 1924.

"THE PURE LEMON JUICE CO., LTD.,

It is with pleasure that we draw our readers' attention to the above preparation, which is guaranteed to be made from Italian ripe lemons by a new process, and is undiluted. It can be obtained unsweetened, and sugar or honey sweetened, and makes an ideal beverage for every season of the year with the addition of either hot, cold or mineral water. It assists digestion, and helps the liver to function normally."

Guy's Hospital Gazette, March 8th, 1925.